

## Message Text

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PAGE 01 STATE 147783  
ORIGIN EB-08

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DRAFTED BY EB/ICD/TRP:DHBURNS:BLO  
APPROVED BY EB/ICD/TRP:TJO'DONNELL  
AF/E:CSMITH

-----014678 100444Z /15

R 100139Z JUN 78  
FM SECSTATE WASHDC  
TO AMEMBASSY ANTANANARIVO

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E.O. 11652: N/A

TAGS: ETRD, EAGR

SUBJECT: VANILLA

1. FOLLOWING IS THE TEXT OF A CABLE WHICH WAS SENT FROM  
JOHN F. SPEER, JR., EXECUTIVE VICE PRESIDENT, INTERNATIONAL  
ASSOCIATION OF ICE CREAM MANUFACTURERS, TO MINISTER JUSTIN  
RARIVASON ON JUNE 7, 1978.

BEGIN TEXT:

THE UNITED STATES ICE CREAM INDUSTRY WAS SHOCKED AND DIS-  
MAYED AT YOUR COUNTRY'S UNILATERAL ACTION TO RAISE VANILLA  
BEAN PRICES AND REDUCE EXPORTS EACH BY THIRTY PERCENT. THE  
PRICE INCREASE WHEN ADDED TO LAST YEAR'S TWENTY PERCENT  
INCREASE IS TRULY EXORBITANT. WE URGE YOU TO RECONSIDER  
THE ACTION AND PERMIT LARGER SHIPMENTS AT MORE MODERATE  
PRICES.

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SALES OF ICE CREAM WITH PURE VANILLA MAY BE SEVERELY  
REDUCED BY THE SHORTAGE OF SUPPLIES AND THE INCREASED  
EXPORT PRICES. THIS COMES AT A PIVOTAL TIME WHEN THE  
ENTIRE ICE CREAM INDUSTRY IS GETTING READY TO CHANGE  
LABELS AND ORDER NEW CARTONS TO COMPLY WITH NEW FEDERAL  
STANDARDS OF IDENTITY. UNCERTAINTY AS TO SUPPLY AND  
INCREASED PRICES MAY CAUSE ADDITIONAL SWITCHING TO ARTI-

FICIAL FLAVORS. WE EAGERLY AWAIT YOUR REPLY.

ABOUT HALF OF THE VANILLA CONSUMED IN THE UNITED STATES IS USED TO FLAVOR ICE CREAM AND RELATED FROZEN DESSERTS. WE ANXIOUSLY AWAIT AN INDICATION OF THE ACTION YOU WILL TAKE TO RELEASE ADDITIONAL VANILLA BEANS AND MODERATE PRICES. END TEXT.

2. ICE CREAM MANUFACTURERS VIEW VANILLA BEAN SHORTAGE SERIOUSLY. THEY RECOGNIZE THAT THERE IS A SHORTAGE OF VANILLA BEANS IN DEMOCRATIC REPUBLIC OF MADAGASCAR, HOWEVER, THEY BELIEVE GOM IS DISCRIMINATING AGAINST THE U.S. IN ALLOCATING SUPPLIES OF VANILLA BEANS.

3. WOULD APPRECIATE ANY INFORMATION THAT EMBASSY CAN PROVIDE ON SITUATION. EMBASSY MAY ALSO WISH TO APPROACH GOM TO URGE THAT U.S. BE GIVEN EQUAL TREATMENT WITH OTHER NATIONS IN DISTRIBUTION OF VANILLA BEANS. VANCE

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** EXPORTS, FLAVORINGS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 10 jun 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 20 Mar 2014  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Document Number:** 1978STATE147783  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** DHBURNS:BLO  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Office:** ORIGIN EB  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** VANILLA  
**TAGS:** ETRD, EAGR, MA  
**To:** ANTANANARIVO  
**Type:** TE  
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**Review Markings:**  
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